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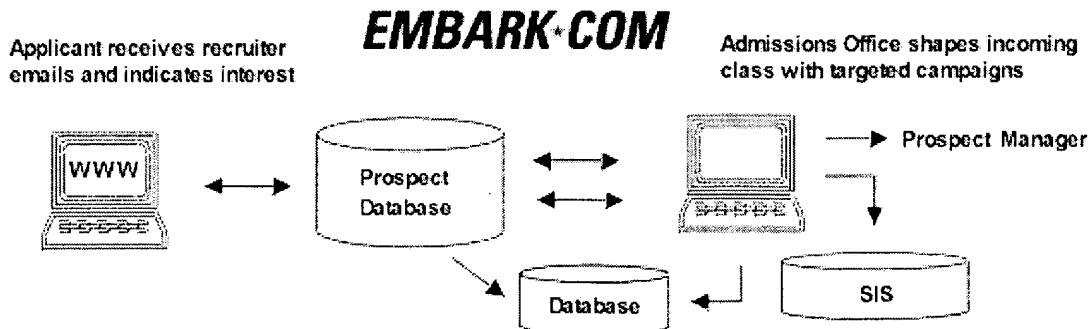
product information

Application Manager / Event Scheduler / Interview Scheduler / Inquiry Manager  
Outreach / Prospect Manager

## Outreach

Embark.com Outreach enables colleges and universities to conduct highly targeted recruiting to a large pool of potential applicants on the Embark.com Network.

- Identify your school to students whose interests match your institution's strengths
- Build highly targeted queries, selecting from over 100 different data elements
- Reduce costs by qualifying strong leads earlier in the recruitment process
- Round out the diversity of your incoming class
- Download detailed profiles of all students who respond positively to your Outreach emails
- Track the response rates of your Outreach campaigns
- Integrate Outreach leads into Prospect Manager for ongoing communications



### Features of the Outreach Module

- Secure, **password-protected** access to outreach functionality
- Ability to set up **multiple Outreach accounts** (one for admissions, one for each department head, one for each athletic coach, etc...)
- Unlimited ability to query the **Embark.com user database**, which houses comprehensive information on college bound individuals as well as data on: GPA, test scores, activities, interests, intended major, and over 100 other criteria
  - Unlimited ability to **customize each query**

- Ability to **narrow or broaden** your query
- Unlimited ability to **send targeted emails** to groups identified through your queries
- Transfer of **complete data profiles** of students interested in your program from the Embark.com user database to your institution's database
  - **Ability to download** this information to your Student Information System
- Ability to **conduct ongoing queries** and communications online with Prospect Manager
- Unlimited technical support in addition to comprehensive online help

Revised: September 20, 1999

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Contact [ESSinfo@embark.com](mailto:ESSinfo@embark.com)  
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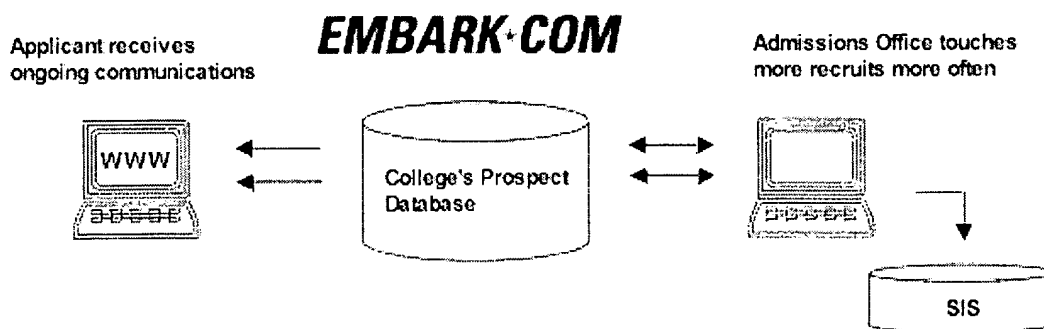
product information

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## Prospect Manager

Embark.com Prospect Manager is a contact management system which coordinates all aspects of prospect communication throughout the application process.

- Communicate to individuals or groups of individuals with targeted messages
- View and track communications history
- Track a prospect through your system, from inquiry, to outreach, to applicant, to submitted application
- View statistics on recruits in your system
- Download mailing lists on groups of recruits for paper-based communications
- Drive students to your online application and web site with links in emails
- Query on types of recruits in your system to send more compelling emails to recruits



### Features of the Prospect Manager

- **Unlimited ability** to query and send email to individuals or groups of individuals who:
  - 1) **responded** to your Outreach efforts, 2) have **contacted your institution** requesting more information, and 3) you have **identified** through other sources (upload these lists to the system)
- Track and view **communications** history on individuals or groups of individuals
- Unlimited **technical support** in addition to comprehensive online help

Revised: September 20, 1999

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